

apprenticeship FRAMEWORK

Higher Apprenticeship in Hospitality Management - Level 4 (England)

IMPORTANT NOTIFICATION FOR HIGHER APPRENTICESHIP STARTS FROM 1ST AUGUST 2019

Current Apprenticeship funding rules state that those undertaking a Level 3 or Higher Apprenticeship are required to hold, or achieve as part of their Apprenticeship, a Level 2 qualification in both English and Maths. Furthermore, the funding rules state that, to attract government funding, at least 20% of the Apprentices paid hours, over the planned duration of the Apprenticeship training period, must be spent on off-the-job training.

Therefore for any Apprentices starting a Higher Apprenticeship on, or after 01/08/2019, there is a requirement for them to have achieved Level 2 English and Maths and fulfil the 20% off the job training requirement. This is in order to align certification requirements with the funding rules. Apprenticeship certification claims will require the relevant achievement evidence to be uploaded.

Latest framework version?

Please use this link to see if this is the latest issued version of this framework:

afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR04224

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CHANGES TO THE ENGLISH AND MATHS REGULAR MINIMUM REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 21 SEPTEMBER 2018 AND APPRENTICESHIPS REMAINING INCOMPLETE ON 21 SEPTEMBER 2018.

Modifications to SASE came into effect on 21 September 2018. Accordingly, SASE publication DFE-00236-2018 applies both to new Apprenticeship starts from 21 September 2018 and all Apprenticeships commenced before this date and not completed by 21 September 2018.

The SASE modifications have further extended the list of qualifications that meet the minimum English and Maths requirements. This now allows for the acceptance of a wider range of UK-wide qualifications and also certain international qualifications, where these are supported by a suitable NARIC Statement of Comparability.

Full details relating to the exceptions eligibility criteria are contained in:

Section 5 of SASE for Intermediate Level Apprenticeships
Section 31 of SASE for Advanced Level Apprenticeships

Please note that some frameworks may have English and Maths grade/level requirements that are **above** the SASE **regular** minimum requirements. The exceptions relating to the use of British Sign Language or Entry Level 3 qualifications, detailed above, **do not apply** to **industry-specific** minimum entry requirements.

Please check specific framework documents to ascertain where this is the case and/or check directly with the Issuing Authority responsible for the framework.

Please note that the Transferable Skills tables within this document have not been updated to reflect the recent SASE changes and do not include the expanded range of acceptable qualifications. Refer to SASE for a full list of acceptable qualifications.

The updated version of SASE can be accessed here:

<https://www.gov.uk/government/publications/specification-of-apprenticeship-standards-for-england>

Higher Apprenticeship in Hospitality Management - Level 4 (England)

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Framework summary

Higher Apprenticeship in Hospitality Management - Level 4

Higher Apprenticeship in Hospitality Management

This framework includes information on Personal Learning and Thinking Skills

Pathways for this framework at level 4 include:

Pathway 1: Hospitality Management

Competence qualifications available to this pathway:

C1 - Level 4 Diploma in Hospitality Management (QCF)

Knowledge qualifications available to this pathway:

K1 - Level 4 Diploma in Principles of Hospitality Management (QCF)

K2 - Level 4 Diploma in Advanced Hospitality and Tourism Management (VRQ)

Combined qualifications available to this pathway:

N/A

This pathway also contains information on:

- Employee rights and responsibilities
- Functional skills

Framework information

Information on the Issuing Authority for this framework:

Instructus

The Apprenticeship sector for occupations in air conditioning, building services engineering, business and administration, cleaning, customer service, digital/information technology, electro technical, electrical and electronic servicing, enterprise and business support, facilities management, heating and ventilating, housing, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector), plumbing, property and refrigeration.

Issue number: 7	This framework includes:
Framework ID: FR04224	Level 4
Date this framework is to be reviewed by: 31/07/2023	This framework is for use in: England

Short description

This Higher Apprenticeship framework at Level 4 has been developed by Instructus Skills to meet the higher level skills needs of the Hospitality Industry and act as a progression route for apprentices undertaking the Hospitality, Catering and Professional Chefs and Licensed Hospitality Apprenticeships. Higher Apprentices will train in a range of hospitality management job roles, such as deputy general manager, front office manager, operations or unit manager.

Contact information

Proposer of this framework

Instructus Skills has developed this framework using a number of mechanisms for engaging with its employers which include, employer working groups, networks, associations and other bodies.

A number of Key employers were involved in the development of this framework, for example: Abode Hotels; Barceló Hotels; Compass; Jupiter Hotels; McDonalds; Mitchells & Butlers; Sodexo; Spirit Group; SSP (Select Service partnership); Victory Services Club; Whitbread; JD Wetherspoons; Weetwood Hall Conference Centre and Hotel. The units contained in the qualifications for this Higher Apprenticeship have been contextualised for the Hospitality Industry using the National Occupational Standards (NOS) for Leadership and Management developed by Instructus Skills. As there can be only one Issuing Authority for each occupational sector, Instructus Skills is responsible for issuing this framework as developer of the NOS.

Developer of this framework

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Revising a framework

Contact details

Who is making this revision: Jaz Sembhi
Your organisation: Instructus Skills
Your email address: skills@instructus.org

Why this framework is being revised

This framework has been updated to ensure qualifications are up to date and valid.

Summary of changes made to this framework

This framework has been updated to ensure qualifications are up to date and valid.

Qualifications removed

None

Qualifications added

None

Qualifications that have been extended

None

Purpose of this framework

Summary of the purpose of the framework

Defining Apprenticeships

An Apprenticeship is a job with an accompanying skills development programme under an Apprenticeship Agreement designed by employers in the sector. It allows the apprentice to gain technical knowledge and real practical experience, along with functional and personal skills, required for their immediate job and future career. These are acquired through a mix of learning in the workplace, formal off the job training and the opportunity to practice and embed new skills in a real work context. This broader mix differentiates the Apprenticeship experience from training delivered to meet narrowly focused job needs.

On completion of the Apprenticeship, the apprentice must be able to undertake the full range of duties, in the range of circumstances appropriate to the job, confidently and competently to the standard set by the industry.

Claims for Apprenticeship Completion Certificates in England are managed through an online system called Apprenticeship Certificates England (ACE). This will specify the evidence required for claiming a completion certificate.

The Hospitality Industry

The Hospitality industry covers hotels, restaurants, pubs, bars and nightclubs, hospitality services, youth/backpacker hostels, holiday centres and self catering accommodation. It operates across well known chains and in small businesses, including owner/operators, which make up just under three quarters of employers. The industry is a big employer and contributes around £30bn to the English economy each year.

Hospitality is part of the wider leisure, travel and tourism sector which needs to recruit 855,000 staff by the year 2017 to replace those who leave or retire. The industry is facing a number of key challenges to make sure that staff have the right skills and, once trained, they stay and develop their skills to fulfill their career ambitions, contributing to increased productivity and business profitability. The key challenges, which this framework will help to address include:

- although the industry is well known for providing training, only 3% of the training leads to formal qualifications which are nationally recognised and this is likely to have had an impact on staff motivation and retention;
- the industry finds it difficult to attract people who have the right skills for the job, mainly because there is a perception that the sector provides casual jobs, but does not offer

long-term career opportunities. This leads to high staff turnover and increased costs on the business to replace those who leave or retire;

- whilst the industry employs a high percentage of young staff and the average age of a manager is under 30 years old in parts of the industry, over half of these managers do not have formal qualifications for their job and this framework provides a progression route into higher level management jobs;
- there are currently over 677,000 managers and projections estimate a further 174,000 being required by 2017. Management and leadership skills gaps continue to become more acute, despite the fact that over two-thirds of employers are carrying out training of their staff in this area;
- the industry relies on excellent customer service to provide a welcoming and pleasant experience for customers and these skills need to be improved so that customers continue to come back;
- the Hospitality industry needs to make the most of the available talent pool by attracting more males into front of house and housekeeping roles, in order to represent its customer base.

Employer support for the Hospitality Management Apprenticeship

Apprenticeships are seen as critical by employers, as they are able to provide apprentices with a ready-made high quality programme which they have helped to design and which gives them the skills they need. These Apprenticeships will encourage entry into the industry, attracting those from diverse groups and provide progression pathways into higher level jobs and into Apprenticeships to upskill the workforce, where currently over half do not have formal qualifications for their job.

Employers have been supporting Hospitality and Catering Apprenticeships for a number of years with around 24,000 level 2 apprentices and 5,000 Level 3 apprentices starting the programme each year in England and this is set to increase. A key reason why the Level 4 pathway has been developed is so that learners will have a structured and recognised programme to follow which will provide opportunities to progress their career and learning in higher level jobs in the Hospitality Industry. By providing nationally recognised qualifications, employability skills and a career route into management, staff are more likely to be more motivated to stay which, in turn, helps businesses to increase their productivity and remain profitable.

Specific job roles for Higher apprentices at Level 4:

Hospitality Management working as:

- Deputy General Manager;
- Front Office Manager;
- Operations Manager;
- Unit Manager.

Aims and objectives of this framework (England)

Aim of this framework

The aim of this framework is to attract and retain people into higher level jobs in Hospitality from a wide range of backgrounds to replace those who leave or retire and provide employers with the skills they need in order to help increase productivity and profitability.

Objectives of this framework are to:

1. Contribute to increasing productivity and performance by helping employers to address their higher level skills needs;
2. Provide a flexible entry route to attract and retain people in the Hospitality industry from under-represented groups, to ensure that the industry represents its customer base;
3. Provide small businesses with access to a high quality training programme to help their businesses remain profitable;
4. Contribute towards professionalising career pathways to jobs, training and qualifications at Level 4 and higher.

Entry conditions for this framework

Apprentices must have significant experience of working at a supervisory level to ensure that they have the necessary foundations on which to further build their knowledge, experience and skills. This can be demonstrated by a portfolio of evidence that they have the potential to complete the Apprenticeship.

Apprentices must also be willing to work unsocial hours.

Examples of entry conditions for this pathway include:

- Advanced Level Apprenticeship in Hospitality - Hospitality Supervision and Leadership pathway; OR
- Advanced Level Apprenticeship in Licensed Hospitality Management; OR
- Level 3 Certificate in Hospitality Business Management; OR
- Level 3 Diploma in Food and Beverage Supervision; OR
- Level 3 Diploma in Professional Cookery; OR
- Level 4 Certificate in Multiple Licensed Premises Management; OR
- a range of vocational qualifications related to the hospitality industry; OR
- Advanced Level Apprenticeship in Management; OR
- achieved GCSEs or A levels.

Initial Assessment

Training providers and employers will use initial assessment to ensure that applicants have a fair opportunity to demonstrate their ability and to tailor programmes to meet individual needs. This process will identify prior qualifications and experience which may count towards achievement of the framework. Where this is the case, apprentices will be encouraged to undertake new learning at a higher level and develop new skills.

Level 4

Title for this framework at level 4

Higher Apprenticeship in Hospitality Management

Pathways for this framework at level 4

Pathway 1: Hospitality Management

Level 4, Pathway 1: Hospitality Management

Description of this pathway

Higher Apprenticeship in Hospitality Management (Hospitality Management):

Total minimum credits: 96 representing:

- Competence qualification: 59 credits;
- Knowledge qualification: 37 credits.

Entry requirements for this pathway in addition to the framework entry requirements

None in addition to the general entry conditions.

Job title(s)	Job role(s)
Deputy General Manager	Supporting the General Manager in running the business. Responsibilities include developing plans for improved service and financial performance, influencing and improving food service, monitoring day to day management and assessing departments.
Front Office Manager	Regular contact with the guests, welcoming and registering arrivals, answering queries, taking bookings, preparing bills and taking payments. Maintaining a close liaison with the housekeeping department. Encouraging guests to use the facilities available to them.
Operations Manager	Ensuring the effective day to day management of all operational aspects of the business, looking to ensure effective customer service is provided. Maximising profits and improving customer satisfaction through consistent delivery of the brand and effective management of on-site maintenance.
Unit Manager	Leading, managing and developing the team in achieving the set objectives. Leading the relationship with the client and continually reviewing the service standards and the food offer at the unit. Continually manage the image of the business in line with organisational standards.

Qualifications

Competence qualifications available to this pathway

C1 - Level 4 Diploma in Hospitality Management (QCF)					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	600/6626/X	City & Guilds	59	196 - 310	N/A
C1b	600/6684/2	Edexcel	59	196 - 310	N/A
C1c	600/8068/1	ICQ	59	196 - 310	N/A

Knowledge qualifications available to this pathway

K1 - Level 4 Diploma in Principles of Hospitality Management (QCF)					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	600/6642/8	City & Guilds	37	231 - 240	N/A
K1b	600/6754/8	Edexcel	37	231 - 240	N/A
K1c	600/8069/3	ICQ	37	223 - 252	N/A

Knowledge qualifications available to this pathway (cont.)

K2 - Level 4 Diploma in Advanced Hospitality and Tourism Management (VRQ)					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K2a	601/3212/7	Institute of Hospitality	66	280	N/A

Combined qualifications available to this pathway

N/A

Relationship between competence and knowledge qualifications

All job roles in this pathway:

1. Competence qualification: Level 4 Diploma in Hospitality Management;
2. Employers have the choice of one of the following knowledge qualifications depending on the nature and size of the business:
 - **Knowledge qualification: Level 4 Diploma in Principles of Hospitality Management:** This qualification is more suited to those working in larger businesses and recognises that some decisions are beyond the limits of authority for those working at level 4.
 - **Knowledge qualification: Level 4 Diploma in Advanced Hospitality and Tourism Management:** This is aimed at those businesses who need their managers to have more of a wider strategic overview of the business. These are often smaller businesses where the manager at this level has more decision making powers and therefore requires a wider breadth of knowledge in their role.

The knowledge qualifications support key areas of knowledge development needed for apprentices in this role including:

- understanding the market in which an organisation operates;
- understanding leadership and management in hospitality organisations.

Apprentices who have already achieved competence and/or knowledge qualifications before entry to the Apprenticeship, must select options which will equip Apprentices with new skills and learning.

Apprentices do not have to select the same Awarding Organisation for both the competence and knowledge qualifications.

Transferable skills (England)

Functional Skills / GCSE (with enhanced functional content) and Key Skills (England)

Apprentices must complete or have completed one of the English transferable skills qualifications and one of the Mathematical transferable skills qualifications listed below in order to successfully complete their Apprenticeship and this will carry the QCF five credit values. If they do not have these qualifications as part of their evidence an Apprenticeship certificate cannot be awarded.

English	Minimum level or grade	Credit value
Functional Skills qualification in English	N/A	N/A
GCSE qualification in English (with enhanced functional content)	N/A	N/A

* achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.

** achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.

Mathematics	Minimum level or grade	Credit value
Functional Skills qualification in Mathematics	N/A	N/A
GCSE qualification (with enhanced functional content) in Mathematics	N/A	N/A

* achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.

** achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.

ICT

Apprentices must complete or have completed one of the ICT transferable skills qualifications listed below in order to successfully complete their Apprenticeship and this will carry the QCF five credit values. If they do not have one of these qualifications as part of their evidence an Apprenticeship certificate cannot be awarded.

ICT	Minimum level or grade	Credit value
Functional Skills qualification in Information and Communications Technology (ICT)	N/A	N/A
GCSE qualification in ICT (with enhanced functional content)	N/A	N/A

* achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.

** achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.

Inclusion of Information and Communications Technology (ICT)

N/A

Progression routes into and from this pathway

Progression into the Higher Level Apprenticeship in Hospitality Management:

It is expected that apprentices will have significant experience of working at a supervisory level, to ensure that they have the necessary requirements on which to further build their knowledge, experience and skills.

Examples of progression routes into this Apprenticeship include:

- Advanced Level Apprenticeship in Hospitality and Catering - Hospitality Supervision and Leadership pathway;
- Advanced Level Apprenticeship in Licensed Hospitality Management;
- Level 3 Certificate in Hospitality Business Management;
- Level 3 Diploma in Food and Beverage Supervision;
- Level 3 Diploma in Professional Cookery;

- Level 4 Certificate in Multiple Licensed Premises Management;
- a range of vocational qualifications related to the hospitality industry;
- Advanced Level Apprenticeship in Management;
- achieved GCSEs or A levels.

Apprentices will undergo an initial assessment to identify prior learning and experience which may count towards the achievement of this Apprenticeship.

Progression from the Higher Apprenticeship in Hospitality Management:

Jobs

- On completion of this Apprenticeship, the apprentice will be competent to work as Deputy General Manager, Front Office Manager, Operations Manager or Unit Manager;
- Higher apprentices may be able to progress in their careers to Senior Management, Director or Chief Executive level role.

Higher Apprenticeships Level 5:

- Higher Apprenticeship (Level 5) in Leadership and Management.

Higher Education

- Degrees in Hospitality Management/International Hospitality Management;
- undertake management, business or other degrees including Bachelor or Master's Degree in Management & Leadership, Business and Business Management;
- specialised qualifications providing additional technical knowledge such as Master of Wine, Revenue Management, Financial Management, HACCP Beer and Cellar Quality.

Professional Body Membership:

There is also the opportunity to join the Institute of Hospitality (IoH) where 'Member' status can be achieved through achievement of one of the knowledge qualifications in this framework (Level 4 Diploma in Advanced Hospitality and Tourism Management), as well as industry experience in a management or senior management post directly concerned with the hospitality, leisure and tourism industries, and/or in other relevant areas of work and have shown evidence of an ongoing commitment to Continuing Professional Development.

For more information about careers and qualifications in the hospitality and tourism sectors visit: www.hospitalityguild.co.uk

UCAS points for this pathway: N/A

Employee rights and responsibilities

N/A

The remaining sections apply to all levels and pathways within this framework.

How equality and diversity will be met

The Hospitality and Catering Industry is perceived as offering casual work which does not offer long-term career opportunities. This has resulted in a workforce which is transient and view parts of the industry as a temporary stop gap before moving on to other careers.

Age of the workforce

The hospitality industry employs a young workforce, with those working as waiting staff and bar staff tending to be under 30. This is likely to be due to it not being seen as a career choice – some younger employees are doing the job as a 'fill in' until they find something they see as more permanent. The sector also has a high number of students as the hours and lifestyle suit them.

The food and service management, hospitality services and self-catering accommodation/holiday centre industries operate with a slightly different age profile of workers with over half of their workforces being over the age of 40. This is due to the industry employing people who tend to stay for longer. With self-catering accommodation/holiday centres, which includes B&Bs, 20% of the workforce is over 60. These are often run as a 'lifestyle choice' for older people who may have retired from another industry.

Those working in management roles tend to be older, particularly hotel and accommodation, as there is a trend for supervisors and managers to be promoted from within the industry after they have had experience. A relatively high proportion of managers of licensed premises and restaurant and catering managers are under the age of 30 and this is perhaps due to the high turnover rates in these industries – so many people leave that those that actually stay have a relative wealth of experience and therefore get promoted quickly.

Gender

Some areas of food and service management in particular attract female workers who may be returning to the workplace after having children and find that the flexible work patterns are convenient to fit around family commitments. For hospitality managers (i.e. hotel and accommodation managers, conference and exhibition managers, restaurant and catering managers, publicans and managers of licensed premises) the split is roughly 50:50 male to female.

Ethnicity

The sector as a whole is generally representative of the multicultural society in which we live, and has provided perhaps more opportunities for ethnic minorities to achieve economic success

than most sectors. Specific industries vary in terms of Black and Minority Ethnic (BME) employees with restaurants employing the highest proportion of BME workers (27%) but only 5% in pubs, bar and nightclubs. Reasons for this low take up are varied and could include the working hours required in this sector.

Profile of apprentices

This is a new pathway at level 4, therefore, take up and achievement figures are not available yet, however, of those apprentices starting the Hospitality and Catering framework at levels 2 and 3 in 2010/11, male/female apprentices were a 50/50 balance which is encouraging.

Actions to redress imbalances in the workforce

Our Apprenticeship Strategy includes raising awareness of the Hospitality Apprenticeships and careers in the industry. The aim is to encourage a wider range of applicants and to support them whilst they are training and includes:

- www.hospitalityguild.co.uk (the website containing information on jobs, careers and training in the sector) - the intention is that it allows tracking of progress throughout the programme which may result in intervention to ensure the provider, employer or apprentice is given access to support;
- identifying employer champions;
- promoting Apprenticeship Awards to both providers and employers delivering the programme in the sector;
- producing a step-by-step guide to setting up an Apprenticeship Programme aimed at employers;
- DVD highlighting the benefits of an Apprenticeship to both employers and learners;
- working with employers and learning providers to develop case studies highlighting the Apprenticeship and its benefits which have been promoted via our website, external websites, events and newsletters;

Apprenticeships are seen as a vital route to attract a greater diversity of individuals into the industry, therefore, entry conditions to this framework have been made extremely flexible. Mentoring has been recommended as part of off the job guided learning to offer additional support to increase the chances of apprentices achieving the framework and staying with the employer.

Training providers and employers MUST comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to and promotion within, the Industry, using the 9 protected characteristics of:

1. Age
2. Disability
3. Gender

4. Gender reassignment
5. Marriage and civil partnerships
6. Pregnancy and maternity
7. Race
8. Religion and Belief
9. Sexual orientation

Instructus Skills will monitor take up and achievement of all Apprenticeships through its industry expert groups and take steps to address any barriers to take up and achievement.

On and off the job guided learning (England)

Total GLH for each pathway

GLH does not apply to Higher Apprenticeships.

Minimum off-the-job guided learning hours

N/A

How this requirement will be met

N/A

Minimum on-the-job guided learning hours

N/A

How this requirement will be met

N/A

Personal learning and thinking skills assessment and recognition (England)

Summary of Personal Learning and Thinking Skills

N/A

Creative thinking

N/A

Independent enquiry

N/A

Reflective learning

N/A

Team working

N/A

Self management

N/A

Effective participation

N/A

Additional employer requirements

There are no additional employer requirements.

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For more information visit
www.afo.sscalliance.org